

CHAPTER I

INTRODUCTION

This chapter explores background of the study, statement of the problem, purpose of the study, scope and limitation, and definition of key terms.

1.1 Research Background

Collocation means the occurrence of two words in some defined relationship (Yarowsky, 1993). Collocation also has a lot of expressions into it. Sometimes people face difficulties to identify collocation. It happens because the word must be collocated with the appropriate one. Collocation is important to study especially for learners. According to Farrokh (2012), collocation has a rule as differentiator between English native speaker and learners of English. For native speakers while they are using collocations in their language (English), they produce them easily like daily conversation. On the other hand, for non native speakers, it will be a little bit difficult to speak the appropriate collocation since their first language is very dominant. For instance, most of Indonesians commonly say “Interested with” in which the word “Interested” must be followed by “in” instead of “with”. “With” is direct translation from “*tertarik dengan*” in Bahasa.

Collocation is also used in meme. Meme is a picture or photo that is given text or language to produce a new meaning (Nugraha et.al, 2015). The word meme was found by biologist named Richard Dawkins in 1976 in his book “The Selfish Gene”. The spread of meme publishing is very rapid through social media.

One of the most popular websites that contains meme is 9GAG. 9gag is an international comedy website set in Hongkong but hosted in the United States (Sayani, 2012). It was created in 2008 by Ray Chan, Chris Chan, Marco Fung, Brian Yu, and Derek Chan. This facilitates users to spread visual entertainment quickly and easily. Besides, 9gag has been visited by more than 65 million visitors and more than one billion page views per month and it has the most active user community of any other online comedy site.

There have been so many studies about collocation analysis. The first one was written by Hasanah (2016). She concerned on English Collocation used in The Novel “Percy Jacksons and The Olimpians : The Lightning Thief”. On this study she just focused on lexical collocation type and she found that there were 7 types of lexical collocation in this novel.

Another previous studies was written by Wijaya (2016). He conducted a study on English Collocation used by the main characters of The Chronicles of Narnia “The Lion, The Witch and The Wardrobe”. The researcher used Benson’s theory to find out collocation types. In the result, he found that there are in total 242 collocations that are used by the main characters and almost all the patterns of grammatical and lexical collocation had been revealed.

The last previous study the researcher took is from Afifa (2016) whose title is “An Analysis on Indonesian Translated Collocation of Edgar Allan Poe’s Short Story The Black Cat”. The researcher focused on collocation which can be translated to Indonesian collocation. In the result, she found that there are 125

collocations consisting 63 collocations which can be translated into Indonesian collocation and 62 collocations which cannot not be translated into Indonesian collocation.

In order to get the data for this study, the writer uses 9gag meme because of very few researchers who conducted study of collocation in internet meme. In addition, internet meme can be a modern and great source for those who want to investigate further.

1.2 Research Problem

Based on background of the study above, the problems of the study are stated as follows:

1. What are the kinds of English collocations used in 9GAG meme?
2. How are English collocations formulated in 9GAG meme?

1.3 Research Objectives

Based on the statements above, the purposes of this study are:

1. To find out the kinds of English collocations used in 9gag meme
2. To identify the patterns of English collocations in 9gag meme

1.4 Research Significance

Theoretically, the researcher expects this study will be useful and give benefit to readers or learners who desire to know about English collocations. Practically, by knowing the aspects of collocations, learners can identify and use them in their daily activities. Besides, for the lecturer, it is expected to become an additional information that will be useful in teaching English. The last for the next

researchers, it is expected to be a reference to conduct the next research by using different object.

1.5 Scope and Limitation

This study focused on the lexical and grammatical types of English Collocation used in 9gag meme. Then, the researcher limits on 9gag weekend post on April to May 2019.

1.6 Definition of Key Terms

In order to give clear information and to anticipate misconception, here are the key terms defined as follows:

- a. Collocations : Collocation is a pair of words that are often used together (O'Dell,2005)
- b. Internet meme :Internet meme generally applied to describe the propagation of content such as jokes, rumors, videos from one person to another through Internet (Shifman, 2013)
- c. 9GAG: 9GAG is an international comedy website set in Hongkong but hosted in the United States (Sayani, 2012)